FULLY BOOKED

New emphasis on e-commerce

Qlik supports a change of direction caused by COVID

Challenge

Sketch Books, Inc., was founded in 2003 as a bookstore (under the name of Fully Booked) but has now expanded with the addition of stationery merchandise sold from 30 branches across the Philippines. The company's expansion was forced to change direction when COVID hit. The emphasis is now on e-commerce and Sketch Books needs to ensure a continued high level of customer service despite remote working.

Solution

Business Intelligence (BI) has been high on Sketch Books' agenda since it first implemented QlikView in 2010, and in 2020 it migrated to Qlik Sense with the help of Qlik partner MTC. Currently, data is extracted from sales and inventory systems, with plans to also use Qlik Sense to analyze HR and financial data.

Results

Staff can now instantly see and analyze data from multiple sources, giving real-time insights on sales and inventory. This allows staff to make informed business decisions, at a fast pace. Insight from this data transformation has enabled Sketch Books to modify business processes, culture and customer experiences, particularly during the pandemic.

Solution Overview

Customer Name
Sketch Books, Inc.

Industry
Retail

Geography
Manila, Philippines

Function
Marketing, Sales

Business Value Driver
Reimagined Processes

"We have evaluated other BI tools, but we found that Qlik is the best value-for-money investment for us."

Beverly Escano, CTO, Sketch Books, Inc.

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